

MEMORANDUM

Not On

Agenda Item No. 10(A)(12)

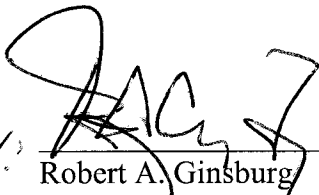
TO: Hon. Chairperson Barbara Carey-Shuler, Ed.D.
and Members, Board of County Commissioners

DATE: October 19, 2004

FROM: Robert A. Ginsburg
County Attorney

SUBJECT: Resolution authorizing
retroactive funding from the
County-Wide In-Kind
Reserve Budget for the 2004
Caribbean Mardi Gras

The accompanying resolution was prepared and placed on the agenda at the request of Commissioner Dennis C. Moss.

for: 

Robert A. Ginsburg
County Attorney

RAG/jls



MEMORANDUM

(Revised)

TO: Hon. Chairperson Barbara Carey-Shuler, Ed.D.
and Members, Board of County Commissioners

DATE: October 19, 2004

FROM: Robert A. Ginsburg
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Please note any items checked.

- ☒ "4-Day Rule" ("3-Day Rule" for committees) applicable if raised
- ☐ 6 weeks required between first reading and public hearing
- ☐ 4 weeks notification to municipal officials required prior to public hearing
- ☐ Decreases revenues or increases expenditures without balancing budget
- ☐ Budget required
- ☐ Statement of fiscal impact required
- ☐ Bid waiver requiring County Manager's written recommendation
- ☐ Ordinance creating a new board requires detailed County Manager's report for public hearing
- ☐ Housekeeping item (no policy decision required)
- ☒ No committee review

Approved _____ Mayor
Veto _____
Override _____

Not On
Agenda Item No. 10(A) (12)
10-19-04

RESOLUTION NO. _____

RESOLUTION SUPPORTING THE 20TH ANNIVERSARY OF
MIAMI CARNIVAL 2004 CARIBBEAN MARDI GRAS TO BE
HELD AT BICENTENNIAL PARK AND AUTHORIZING
RETROACTIVE FUNDING FROM THE COUNTY-WIDE IN-
KIND RESERVE BUDGET IN AN AMOUNT NOT TO EXCEED
\$75,000

WHEREAS, the 20TH Anniversary of Miami Carnival is to be held at Bicentennial Park on
Sunday, October 10, 2004, and is estimated to draw over 100,000 spectators and visitors, of which
over one-third are anticipated to be visitors to the City of Miami and Miami-Dade County; and

WHEREAS, the Miami Carnival 2004 Caribbean Mardi Gras is estimated to have a
collective and direct positive economic impact on Miami-Dade County and the City of Miami in an
amount in excess of \$12,000,000 (see attached Economic Impact Fact Sheet); and

WHEREAS, the Miami Carnival 2004 Caribbean Mardi Gras will feature a parade along
N.E. 2nd Avenue and Biscayne Boulevard, a Caribbean Consular Trade and Tourism Exposition, a
parade of music and costume bands, as well as food and crafts booths; and

WHEREAS, Miami-Dade County has traditionally supported promoting special events of
regional, international, and community significance that positively strengthen Miami-Dade County's
tourism and hospitality industry to a broad cross-section of residents, workers, and tourists
worldwide; and

WHEREAS, Miami Carnival 2004 will host diplomatic corps from eleven Caribbean

nations as well as various international and local economic development agencies; and

WHEREAS, it has been an economic priority of Miami-Dade County to promote international trade and exchange; and

WHEREAS, the local, national and international exposure resulting from Miami Carnival 2004 will enhance the economic and marketing opportunities for Greater Miami and the Beaches; and

WHEREAS, due to a recent onslaught of hurricanes and their resulting devastation to the State of Florida and the Caribbean, including Hurricanes Charley, Francis, Ivan, and Jeanne, Miami Carnival endeavors to utilize its promotional and cultural reach to solicit financial and in-kind support from its visitors to support relief efforts; and

WHEREAS, this Board supports the 20th Anniversary of Miami Carnival and finds it will not only enhance the visibility of Miami-Dade County as a tourist and cultural destination but also generate economic activity for residents, workers, businesses, and tourists in Miami-Dade County; and

WHEREAS, Miami Carnival, Inc. has requested support for its 20th Anniversary Caribbean Mardi Gras taking place on October 10, 2004 in Bicentennial Park in an amount not to exceed \$75,000 (see attached Fee Waiver/In-Kind Service Application); and

WHEREAS, Miami Carnival 2004 is a County-wide event,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that this Board authorizes retroactive funding from the County-wide in-kind reserve budget in an amount not to exceed \$75,000

to support and sponsor the 20th Anniversary of Miami Carnival 2004 Caribbean Mardi Gras.

The foregoing resolution was sponsored by Commissioner Dennis C. Moss and offered by
Commissioner _____, who moved its adoption. The motion was seconded by
Commissioner _____ and upon being put to a vote, the vote was as follows:

Dr. Barbara Carey-Shuler, Chairperson	
Katy Sorenson, Vice-Chairperson	
Bruno A. Barreiro	Jose "Pepe" Diaz
Betty T. Ferguson	Sally A. Heyman
Joe A. Martinez	Jimmy L. Morales
Dennis C. Moss	Dorrian D. Rolle
Natacha Seijas	Rebeca Sosa
Sen. Javier D. Souto	

The Chairperson thereupon declared the resolution duly passed and adopted this 19th day of
October, 2004. This resolution shall become effective ten (10) days after the date of its adoption
unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this
Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: _____
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.



Mariela Martinez-Cid

MIAMI-DADE COUNTY
FEE WAIVER/IN-KIND SERVICES APPLICATION

Please complete the following form in its entirety and submit completed form along with requested materials, if applicable, to:

Special Events Staff
Communications Department
111 N.W. 1st Street, Suite 2510
Miami, FL 33128

Phone: (305) 375-2836
Fax: (305) 375-3968

*Requests will not be considered without completion of this application

Type of Event/Application (select one of the following):

- ☐ District Event - Request for fee waiver/in-kind services will require Commission sponsor (Complete questions 1-7, sign, date and submit prior to event)
- ☒ Major Event - Large Event with expected attendance of over 5,000 or significant probability of protests, controversy, violence or vandalism (Complete questions 1-12, sign, date and submit form no later than 120 days prior to event date)
- ☐ Special Event - Event with expected attendance of less than 5,000 with localized impact limited to an individual community or municipality (Complete questions 1-12, sign, date and submit form no later than 60 days prior to event date)

1. Full legal name of the requesting organization: Miami Carnival Inc.

2. Corporate Status: Select one of the choices below (For profit entities are not eligible):

- ☒ Not-For-Profit or Tax Exempt (attach proof)
- ☐ Local Government or Public Entity
- ☐ Other (specify): _____

3. Name and contact information for single point of contact (address, phone, fax, e-mail address, etc.):

18425 NW 2nd Avenue, Suite 335, Miami, FL 33169
305-653-1877 Phone * 305-653-8528 (Fax) * megamiami@cs.com (E-Mail)

4. Specify fee waiver or in-kind service requested (quantity, if applicable): In-Kind Services

5. Name, description, and purpose of the event (if event is a fund-raiser, define the beneficiaries):

29th Annual Miami Carnival (The Caribbean Mardi Gras) - a celebration of Caribbean culture. Street Parade and Festival brings together people of all ethnic backgrounds to see and enjoy the music, food, arts and crafts of the Caribbean.

6. Please select ALL that apply to event:

- ☒ Economic Development: Event supports vitality or growth of the local economy
- ☒ Youth/Education: Event benefits youth of any age and/or offers educational benefits
- ☐ Health and Social Services: Event supports health-related causes and/or social programs or institutions that improve quality of life within the community
- ☒ Arts and Culture: Event supports music, theatre, literature, art or culture
- ☐ Environmental: Event benefits environmental concerns or promotes conservation
- ☐ Sports and Athletics: Event supports/promotes organized sports or recreational participation

7. Physical address of event venues (please specify Commission District(s)): District 3 - NE 35th Street & NE 2nd Avenue South on NE 2nd Avenue to NE 9th Street and into Bicentennial Park

8. Description of regional or local impact: Event is marketed locally, nationally and internationally. Thousands of visitors attend the event which draws people from all over the State of Florida, as well as the United States, particularly the Northeast region. It impacts the airline, hotel and car rental industries, as well as restaurants and bars throughout South Florida, particularly Miami-Dade County.
9. Daily/hourly event schedule, including set-up and breakdown schedule (attach event calendar, if applicable): Sunday, October 10th, 2004 - 10:00 a.m. to 10:00 p.m.
10. Detailed description of event venues (map or schematic of event venues, access points, surrounding roadways and traffic flow diagrams, if applicable): Event is held on NE 2nd Avenue from 35th to 9th Streets - 9th Street East and Bicentennial Park. Access will be via I-95, US-1 and 836 East. Many guests staying in downtown Miami and will be walking to the event.
11. Expected number of participants and estimated attendance (per day if applicable): 60,000 attendees and 5,000 participants in parade.
12. Itemized budget, including total event budget, total host budget and total commitment of resources (attach additional pages as needed):

I hereby certify that all the statements made in this application are true and correct.

K D Arcey
Kathryn D'Arcey, Corporate Secretary
Signature of Authorized Representative

October 1, 2004
Date



Miami Carnival, Inc.

18425 N.W. 2nd Avenue, Suite 335
Miami, Florida 33169
Ph: (305) 653-1877 ♦ Facsimile (305) 653-2433

ECONOMIC IMPACT FACT SHEET

ATTENDEE PROFILE:

Estimated Attendance	200,000
% Visitors	35%
• Average Daily Expenditure	\$165.00
Average Length of Stay	4 days
Average Group Size	2.5
Gender Breakdown	Male 60%
	Female 40%
Average Age Range	25 to 40
Average Occupation (Professional/Manager)	60%
Country Participation: English, French, Spanish and Dutch speaking Caribbean Communities	

Economic Profile:

Average Daily Expenditure:	\$165.00
	X 4 days
	= \$660.00

Hotel Inventory: Host Hotels Radisson Biscayne, Biscayne Bay Marriott, Holiday Inn Knight Center, Sheraton Brickell, Holiday Inn Golden Glades, Howard Johnson Golden Glades and Radisson Deauville

Percent Breakdown of Daily Expenditures:

Entertainment	12%
Meals	20%
Merchandise	10%
Accommodation	48%
Travel	10%

Estimated Direct Economic Impact: \$12,348,000

Estimated Total Effects Impact (2X multiplier): \$26,054,280

***Note: All facts provided are estimates of attendee profiles and economic expenditures.


***Note: Prepared by Dr. Kathleen Davis, Market Research Analyst, SMRI

Memorandum



Date: October 19, 2004

To: Honorable Chairperson Barbara Carey-Shuler, Ed. D.
and Members Board of County Commissioners

From: George M. Burgess
County Manager 

Subject: County-wide In-Kind Request Recommendation

The Office of Strategic Business Management (OSBM) has reviewed the attached in-kind request and recommends for the item to move forward to the Board of County Commissioners for approval. The county-wide in-kind reserve balance allows for the funding of this request.

Background

A waiver for in-kind services is being requested by a non-profit organization Miami Carnival, Inc. for their 20th Anniversary of Miami Carnival 2004 Caribbean Mardi Gras scheduled for October 10, 2004. The amount requested is not to exceed \$75,000 for support and sponsorship of the event, which will be funded from the countywide in-kind reserve funds.

In FY 2004-05, the Miami Carnival Caribbean Mardi Gras did not receive any allocations.